

Annual Fund Calendar

Second Half of FY '05

Proposed Projects

January 2005

- Phonathon Hiring – conducted Jan. 10-14
- Phonathon Training – returning callers 1/19, new callers 1/20
- Phonathon Donor Calling – begins 1/23
- Mail pre-call postcards – will begin when postcards are delivered
- Send 2nd quarter report to Deans & DoDs – week of 1/10
- Begin work on End of Fiscal Year (EOFY) Donor Letter – begins 1/18
- Create President's Society Case – week of 1/10

February

- Phonathon Donor Calling – entire month of Feb.
- Begin work on Faculty/Staff Campaign – week of 2/7
- Continue work on (EOFY) Donor Mailing – week of 2/14
- Begin soliciting President Society prospects – entire month of Feb.

March

- Phonathon Non-Donor Calling – entire month of March
- Roll-out faculty/staff campaign – 3/15
- Continue work on (EOFY) Donor Mailing – 3/7
- Prepare copy and artwork for July non-donor mailing – 3/21
- Continue soliciting President's Society prospects – entire month of March

April

- Phonathon Calling – 4/3-4/14
- Special Calling – 4/17-4/28
 - Thank you calls
 - Pledge Reminder Calls
 - Day Calls
- Mail "No Contact" and "Do Not Call" letters for Spring Calling – 4/25
- Mail EOFY donor letter – 4/18
- Send 3rd quarter report to the Deans and DOD's – 4/11
- Finish Faculty/Staff Campaign – 4/25
- Continue work on July non-donor mailing – week of 4/11
- Continue soliciting President's Society prospects – entire month of April

May

- Begin plan for FY '06
- Continue work on July non-donor mailing

- Continue soliciting President's Society prospects – entire month of May

June

- Continue planning for next fiscal year
- Continue work on July non-donor mailing
- Continue soliciting President's Society prospects – entire month of June
- Write Phonathon Manager's Handbook – June 6-20

July (Begin FY '06)

- Send 4th quarter report to the Deans and Dod's
- Continue planning for next fiscal year
- Mail July non-donor mailing
- Prepare copy and artwork for End of Calendar Year donor mailing